



The National Institute of Mental Health (NIMH) proposes to issue a Request for Proposals (RFP) No. NIMH-01-OC-0014 entitled "NIMH Communications Support Program" under Full and Open Competition procedures using North American Industry Classification System 541810. NIMH seeks the support of a Contractor in carrying out key aspects of its broad and varied public affairs and information dissemination efforts. A three (3) year base contract with two (2), one (1) year options is contemplated, and plans to make an award by September 30, 2001.

The four (4) major objectives to be accomplished through this contract are: 1) On an ongoing basis, develop and implement media outreach strategies, making effective use of media inquiries, press conferences, science writer's seminars, press releases, video news releases, satellite media tours, media advisories, Op-Ed pieces, interviews, stories, etc.; 2) Develop, produce, and user-test information materials and educational campaigns for the following audiences; 3) Market NIMH materials through a wide variety of outlets and intermediaries, including the web, conferences, meetings, advocacy groups, organizations and associations, foundations; and 4) Evaluate, track, and monitor media placements and other outreach efforts.

RFP No. NIMH-01-OC-0014 will be available on or about May 21, 2001 and the receipt date of proposals on or about June 21, 2001. The RFP may be accessed through the NIMH home page by using the following instructions: access the home page at <http://www.nimh.nih.gov/>, first select Funding Opportunities, then Contracts, then NIMH Requests for Proposals or via <http://www.fedbizopps.gov>. Please note that the RFP for this requirement will include the Statement of Work, Deliverables, and Reporting Requirements, the Technical Evaluation Criteria, and proposal preparation instructions. All information required for the submission of an offeror will be contained in the electronic RFP package. Following proposal submission and the initial review process, offerors comprising the competitive range will be requested to provide additional documentation to the Contracting Officer. All responsible sources are encouraged to submit a proposal that will be considered by the NIMH. This advertisement does not commit the Government to award a contract.

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